

Content Marketing Calendar Template Example

Week of	Content Title	Content Type	Target Audience	Channel	Assigned To	Draft Due	Publish Date	Status	Notes
8 - Jan	10 Tips for Better Onboarding	Blog Post	HR Professionals	Blog	Krista Ahmed	5-Jan	9-Jan	In Progress	Link to internal e-book
	3-Min Video: App Walkthrough	Video	New Users	Website, YouTube	Jonathon Wong	6-Jan	10-Jan	Drafting	Add on-screen subtitles
	January Newsletter: Product Updates	Email	Current Customers	Email	Kiran Gupta	7-Jan	10-Jan	Scheduled	Include new feature link
15 - Jan	Instagram Carousel: Success Stories	Social Media	Prospects	Instagram	Marta Hicks	12-Jan	16-Jan	Assigned	Feature 3 client quotes
	Infographic: Industry Trends 2025	Visual Asset	Executives	LinkedIn, Blog	Petrus Nishimura	13-Jan	17-Jan	Ready	Confirm stats with insights team
	Case Study: Enterprise Onboarding	Longform Asset	B2B SaaS Decision-Makers	PDF, Blog	Makara McLean	12-Jan	18-Jan	Review	Add client testimonial

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22 - Jan	FAQ Article: New Pricing Explained	Help Article	Existing Customers	Knowledge Base	Mateus Tobin	19-Jan	23-Jan	Drafting	Confirm legal approval
	Quick Poll: Which Feature Next?	Engagement Post	Beta Users	LinkedIn, X (Twitter)	Leigh Gibbs	20-Jan	24-Jan	Scheduled	Use Type form link
	Training Video: Billing Walkthrough	Video Tutorial	Admin Users	YouTube, Help Center	Jose Price	20-Jan	25-Jan	In Progress	Voiceover by Olivia Carter
29 - Jan	Blog: Data Privacy Tips 2025	Blog Post	IT Managers	Blog	Lori Garcia	26-Jan	30-Jan	Assigned	Include infographic preview

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